

American Indian
Quit Line Data Summary
July 1 - September 30, 2003

	<u>Amer. Indian</u>	<u>State</u>
Number of Calls to Quit Line	N = 83	N = 2,935
Percent of Statewide Calls	3.8%	100.0%
Percent of State Population¹	1.5%	100.0%

	<u>Amer. Indian %</u>	<u>State %</u>
Gender	N = 83	N = 2,565
Female	57.8%	63.8%
Male	42.2%	36.2%
Race/Ethnicity	N = 83	N = 2,185
American Indian	100.0%	3.8%
Age	N = 83	N = 2,379
Less than 18 years old	1.2%	1.7%
18 - 24 years old	16.9%	15.7%
25 - 34 years old	30.1%	23.3%
35 - 44 years old	21.7%	26.0%
45 years and older	30.1%	33.2%
Education	N = 82	N = 2,267
Did not graduate high school	29.3%	19.5%
High school graduate	28.0%	33.3%
Some college/vocational school	31.7%	35.3%
College graduate	11.0%	11.9%
Caller Type	N = 83	N = 2,685
General Information	0.0%	10.5%
Health care provider	0.0%	3.2%
Tobacco user	100.0%	86.3%
Payer Type	N = 67	N = 1,774
Insured	20.9%	29.4%
Uninsured	28.4%	30.4%
Medicaid	50.7%	40.2%
Heard About	N = 75	N = 2,220
Past caller	14.7%	14.0%
Employer/worksites	1.3%	1.1%
Health care provider	22.7%	29.8%
Television	16.0%	13.7%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	1.3%	1.1%
Newspaper/Magazine	0.0%	0.5%
Brochure/Newsletter	6.7%	5.6%
Family or friend	36.0%	24.7%
Health Department	1.3%	4.1%
School	0.0%	0.6%